

Message Text

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SUBJECT: U.S. EXHIBITION AT 1977 NOVI SAD AGRICULTURAL FAIR.

SUMMARY: FAIR AUTHORITIES HAVE ACCEPTED USDOC APPLICATION TO LEASE PAVILION AND ADJACENT OUTSIDE SPACE AND ALSO AGREE TO PROVIDE WRITTEN CONFIRMATION, REQUESTED BY EMBASSY, OF AVAILABILITY OF FOREIGN EXCHANGE FOR SALE OF EQUIPMENT DISPLAYED AT U.S. EXHIBITION. ALTHOUGH AMOUNT IS NOT YET FIXED, CONFIRMATION SHOULD HELP TO DISPEL CONCERN OF SOME POTENTIAL EXHIBITORS OVER WHETHER FOREIGN EXCHANGE RESTRICTIONS WILL PERMIT OFF THE FLOOR SALES AT THE FAIR. FURTHER COOPERATION ON YUGOSLAV SIDE ALSO COMING FROM CHAMBER OF ECONOMY WHICH AT RECENT MEETING REITERATED INTEREST IN SUPPORTING EXHIBITION AND U.S.D.L. SEMINAR ON FOOD PROCESSING. CHAMBER ALSO OFFERED TO ASSIST EMBASSY IN DETERMINING KINDS OF EQUIPMENT WHICH HAVE BEST SALES PROSPECTS AND WILL RECEIVE FAVORABLE TREATMENT UNDER 1977 IMPORT REGIME. REGARDING FACILITIES IN USDOC PAVILION, INQUIRIES FROM SEVERAL POTENTIAL EXHIBITORS INTERESTED IN ON-SITE SEMINARS AND AUDIO VISUAL PRESENTATIONS AGAIN LEAD EMBASSY TO RECOMMEND 60-75 SEAT THEATER IN PAVILION. END SUMMARY.

1. IN RECENT TELEPHONE CONVERSATION, FAIR OFFICIAL INFORMED EMBASSY THAT FAIR HAS ACCEPTED USDOC APPLICATION TO LEASE PAVILION 11 AND 576 SQUARE METERS OF ADJOINING OUTSIDE SPACE, WITH LEASE
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BECOMING EFFECTIVE ON DECEMBER 31, 1976. OFFICIAL ALSO INDICATED THAT FAIR WILL PROVIDE IN WRITING EMBASSY-REQUESTED ASSURANCES THAT ADEQUATE FOREIGN EXCHANGE WILL BE FORTHCOMING IMMEDIATELY AFTER FAIR SO THAT U.S. EXHIBITORS CAN SELL DISPLAYED EQUIPMENT TO INTERESTED BUYERS. ALTHOUGH AMOUNT IS NOT FIXED, WRITTEN CONFIRMATION SHOULD HELP TO REASSURE SOME CONCERNED POTENTIAL EXHIBITORS EXISTING FOREIGN EXCHANGE PROVISION WILL PERMIT OFF

THE FLOOR SALES AT THE FAIR. AT EMBASSY'S REQUEST, OFFICIAL PROMISED TO INQUIRE WHETHER FREIGHT DOOR CAN BE CONSTRUCTED TO ACCOMMODATE EQUIPMENT UP TO HEIGHT OF 12 FEET (3.66 METERS), INSTEAD 11.6 FEET (3.60 METERS) AS PREVIOUSLY PROPOSED, BUT NOTED THAT FAIR MUST NOTIFIED OF DECISION TO CONSTRUCT DOOR NO LATER THAN FEBRUARY 1 IF WORK IS TO BE COMPLETED IN TIME FOR FAIR. MEETING IS SCHEDULED WITH FAIR OFFICIAL TO DISCUSS DOOR CONSTRUCTION AND OTHER ADMINISTRATIVE MATTERS RELATED TO U.S. EXHIBITION.

2. CHAMBER OF ECONOMY, IN DISCUSSIONS ON JANUARY 12, REITERATED ITS INTEREST IN SUPPORTING USDL SEMINAR ON FOOD PROCESSING AS WELL AS U.S. EXHIBITION. TO ASSIST EMBASSY IN ORGANIZING EXHIBITION, CHAMBER HAS VOLUNTEERED TO SPONSOR MEETING IN WEEK OF JANUARY 17 WITH COMMITTEE OF AGRICULTURE AND ASSOCIATION OF AGRICULTURAL KOMBINATS TO DISCUSS YUGOSLAV AGRICULTURAL EQUIPMENTS NEEDS AND PRIORITIES UNDER THE 1977 IMPORT REGIME. THIS SHOULD BETTER ENABLE USDOC & EMBASSY TO ADVISE POTENTIAL EXHIBITORS ON THE SUITABILITY OF VARIOUS TYPES OF EQUIPMENT FOR DISPLAY AT EXHIBITION. BECAUSE OF NEAR BALANCE IN US/YUGOSLAV TRADE IN 1976, IN CONTRAST TO LARGE DEFICITS WITH MOST WESTERN EUROPEAN COUNTRIES, CHAMBER IS FAVORABLY DISPOSED TO GIVING ACTIVE ASSISTANCE TO U.S. FIRMS AND U.S. TRADE PROMOTIONAL EVENTS. ANTICIPATED MAJOR DEVELOPMENT IN AGRICULTURAL AND FOOD PROCESSING SECTORS THROUGH 1980 IS SEEN AS REASON FOR IN-DEPTH CO-OPERATION WITH EMBASSY IN PROMOTING SEMINAR AND EXHIBITION.

3. POTENTIAL EXHIBITORS HAVE ALREADY INQUIRED ABOUT POSSIBILITY OF MAKING AUDIO-VISUAL PRESENTATIONS OR HOLDING

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SEMINARS IN PAVILION DURING FAIR. EMBASSY AGAIN RECOMMENDS THAT 60-75 SEAT THEATER BE CONSTRUCTED FOR SEMINAR AND AUDIO-VISUAL PRESENTATIONS. SINCE THE FACILITY WILL HAVE TO BE SHARED BY 20 OR MORE EXHIBITORS, EACH EXHIBITOR WILL HAVE THE OPPORTUNITY TO MAKE ONLY LIMITED NUMBER OF PRESENTATIONS AND WILL WANT TO BE ASSURED THAT ALL OF TARGETED AUDIENCE CAN BE ACCOMMODATED. EFFECTIVENESS OF INFORMATIVE GROUP PRESENTATIONS IN PAST LEADS EMBASSY TO CONCLUDE THAT, EVEN WITH EMBASSY ASSISTANCE IN SELECTING BEST PROSPECTS AUDIENCE, THEATER WITH LESS THAN 60 SEATS WOULD FORCE SOME EXHIBITORS TO EXCLUDE IMPORTANT POTENTIAL CUSTOMERS.

4. IN SUMMARY, ABOVE DEVELOPMENTS, AS WELL AS ESTABLISHMENT OF NEW USDOC GUIDELINES ON SPACE ALLOCATION COMMUNICATED BY CMM IN JANUARY 14 TELECON, ARE VIEWED AS GIVING POSITIVE IMPETUS TO CURRENT EMBASSY/USDOC RECRUITMENT EFFORTS AND FUTURE MARKET PROMOTION CAMPAIGN. EMBASSY WILL HIGHLIGHT FAVORABLE CONDITIONS FOR U.S. EXHIBITION THIS WEEK IN FOLLOW-UP TELEPHONE CONTACTS WITH EUROPEAN REPRESENTATIVES OF PROSPECTIVE EXHIBITORS WHO

STILL HAVE RESERVATIONS ABOUT PARTICIPATING.
YORK

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